



Vyoma Media appoints Rajiv Bose as Chief Revenue Officer

Rajiv will oversee the entire new business development function at Vyoma

26th March 2018: Vyoma Media, India's largest and fastest growing digital outdoor solutions company, today announced the appointment of Rajiv Bose as Chief Revenue Officer. This announcement comes at a time when the company is aggressively expanding its business into new transit verticals and will be rolling out major product and technology innovations in the next few months.

Based out of New Delhi, Rajiv will be overseeing the entire revenue functions at Vyoma and will have overall responsibility for new business development and revenue generation across all regions.

Rajiv brings with him over 23 years' experience in the media sales industry across print, television and sports marketing. Prior to joining Vyoma, Rajiv was the National Sales Head for Media Solutions at Amar Ujala. He has also been in leadership roles at Dainik Bhaskar Group, Kings XI Punjab and Nimbus Communications / Neo Sports amongst others.

Commenting on Rajiv's appointment, **Shriranga Sudhakara, Founder & Managing Director, Vyoma Media** said, "I am extremely delighted to welcome Rajiv to the Vyoma family. Rajiv has a unique ability to club an entrepreneurial mindset along with the necessary process that is important for a rapidly scaling business like ours. He has the experience of delivering large media revenues and has shouldered the responsibility of delivering in challenging circumstances. For a new age ad tech company, his vast expertise and experience across industries and in delivering outstanding results will strengthen and enhance our existing revenue functions and the overall strategic direction of the company."

Speaking about the new role, Rajiv Bose said, "I am extremely pleased to be part of the Vyoma team. The company has gone from strength to strength since its inception and is now well positioned to be a market leader across a number of transit verticals. This year, the company has aggressive and exciting plans in place to reach out to a majority of all consumers on the go across India. The passion and quality of the entire team is infectious and I look forward to working with each of them in contributing to our rapid growth."